



THE CITY OF SAN DIEGO

## Redevelopment Agency of the City of San Diego City Redevelopment Division

**FOR IMMEDIATE RELEASE**

Wednesday, August 2, 2006

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### **Interest Sought for Major Redevelopment Opportunity at Chollas Triangle Site**

*36-acre Chollas Triangle Site located within Crossroads Redevelopment Project Area*

SAN DIEGO – The Redevelopment Agency of the City of San Diego today issued a request for qualifications (RFQ) for the development of a mixed-use redevelopment project on a 36-acre site identified as the “Chollas Triangle Site,” which is within the Crossroads Redevelopment Project Area in southeastern San Diego.

The Agency is seeking a qualified developer or development team to design and implement a new development on a 36-acre site that is bound by the north side of University Avenue to the North, Chollas Parkway to the South and East, and 54<sup>th</sup> Street to the West. The goal of the Agency is to eliminate blight from the neighborhood and to help encourage revitalization and investment in the Crossroads Project Area. The Agency seeks a pedestrian- and transit-oriented development that will include market-rate and affordable housing, neighborhood-serving retail and office space and a park or green space component.

“This site represents a prime opportunity to work collaboratively with the community, landowners and a developer to jumpstart significant revitalization efforts in this area,” said Mayor Jerry Sanders. “It will also allow us to use some City-owned land that will benefit the community, while providing the greatest possible return on investment for San Diego taxpayers.”

Developers or development teams that are creative and capable of taking on a project with such scope are invited to submit information regarding their development expertise (including approaches to development, financial capability and other pertinent information) to enable the Agency to consider the selection of a developer for this vital redevelopment opportunity in the Crossroads Redevelopment Project Area.

All interested parties are encouraged to attend a Pre-Submittal Workshop on Thursday August 17th, 2006 from 1:00 p.m. to 2:30 p.m. The workshop will be held at the Redevelopment Agency, City Redevelopment Division office located at 600 B Street 4th Floor, San Diego, CA 92101.

Responses to the RFQ are due to the Redevelopment Agency by 5:00 p.m. on Monday, September 18, 2006. For more information or for a copy of the RFQ, visit the Redevelopment Agency’s web site at **[www.sandiego.gov/redevelopment-agency](http://www.sandiego.gov/redevelopment-agency)** or contact Crossroads Redevelopment Project Manager Tracy Reed at (619) 533-7519 or **[treed@sandiego.gov](mailto:treed@sandiego.gov)**.

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The City of San Diego's 1,031-acre Crossroads Redevelopment Project Area and Redevelopment Plan were established by the City Council on May 6, 2003. The area is located along the commercial corridors of El Cajon Boulevard and University Avenue from the San Diego-La Mesa border to 54th Street, close to the Redevelopment Agency's existing City Heights, College Grove and College Area Redevelopment Project Areas, as well as the Redevelopment Project Areas of the City of Lemon Grove and La Mesa. The Crossroads Project Area enjoys close proximity to San Diego State University, College Grove Shopping Center, and the Salvation Army's Ray and Joan Kroc Corps Community Center, a 12-acre family support, education, recreation, and cultural arts facility.

One of the City's 17 Redevelopment Project Areas, Crossroads boasts many development opportunities along neighborhood-serving commercial corridors. Recently, the Redevelopment Agency approved a Disposition and Development Agreement with CentrePoint, LLC to create a \$110 million, 312-unit, mixed-use project which will include market-rate and affordable housing units. The project will be located on an 8.93-acre site along the 6300 block of El Cajon Boulevard at 63<sup>rd</sup> street to the west. The agreement marks the first major redevelopment project within the Crossroads Redevelopment Project Area and will serve as a catalyst to attract future public and private investment to the area. Several other developments are already under way.

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*The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions: the City Redevelopment Division** (housed in the City of San Diego's City Planning and Community Investment Department), the **Centre City Development Corporation** and the **Southeastern Economic Development Corporation**.*